

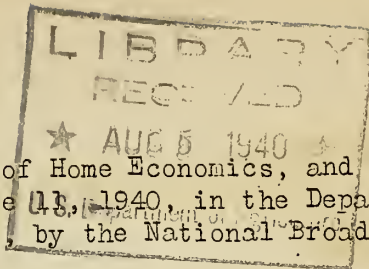
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You Can Drink Your Milk and Eat It Too

A radio interview between Miss Ruth Van Deman, Bureau of Home Economics, and Mr. John Baker, Office of Information, broadcast Tuesday, June 13, 1940, in the Department of Agriculture period of the National Farm and Home Hour, by the National Broadcasting Company and a network of 92 associate radio stations.



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JOHN BAKER:

We're calling first on Ruth Van Deman for her weekly words of news and inspiration to homemakers from the Bureau of Home Economics Ruth Van Deman.

RUTH VAN DEMAN:

It's kind of you to say that, John Baker. But the Bureau of Home Economics gets its inspiration from homemakers, oftentimes from just a line on a post card.

For instance, it helped me very much the other day to have one of our listeners say she finds our programs something solid to tie to in these days of uncertain existence.

BAKER:

I'm glad to know she feels that way. It's sorta nice to be solid enough to tie to.

VAN DEMAN:

Now on the news side. You've probably been noticing a lot of news about milk, in the papers and over the air. It happens practically every June of course.

BAKER:

June's the month when milk production all but jumps over the moon.

VAN DEMAN:

Does that make the moon of green cheese then?

BAKER:

I've never been quite sure about that. But I do know more green cheese goes in the curing rooms during June, than in any other one month of the year.

VAN DEMAN:

Then the nutritionists are justified in saying that you can drink your milk and eat it too.

BAKER:

Absolutely.

VAN DEMAN:

Five ounces of cheese you know American cheddar cheese is the equivalent of a quart of fresh whole milk that is, in protein, calcium, phosphorus values.

BAKER:

You beat me quoting chapter and verse on the food values. But once again I do happen to know it takes 10 pounds of milk to make one pound of cheese. So any way you figure it cheese is milk in very concentrated form.

(Over)

VAN DEMAN:

And cheese is a cheap way to get milk solids into the day's meals.

BAKER:

You mean the ordinary kinds of cheese, of course not the extra fancy, super-flavored varieties.

VAN DEMAN:

No, I'm not thinking about the rare cheeses of the epicures. I'm thinking about plain folks who want to get the most for our food money. That's us. Dr. Stiebeling in her plans for low-cost diets always recommends using some of the week's quota of milk as cheese.

BAKER:

She's in favor of using some dried and evaporated milk too, isn't she?

VAN DEMAN:

Yes, you can put extra food values into bread, soup, cooked cereals, even mashed potatoes, that way. It's a marvelous way to give under-nourished children extra calcium to build bones and teeth.

BAKER:

Didn't I read somewhere recently that it's almost impossible for a person to get his full quota of calcium without leaning rather heavily on the dairy cow?

VAN DEMAN:

I hadn't heard it phrased just that way. But the dairy cow certainly is the best calcium provider we have. Some of the oriental peoples --- notice I say some, not all --- have managed to get along with soybean curd, leafy vegetables, and what other foods they could find that had even a fair amount of calcium. But maybe the stature of many might have been different if they'd had a generous supply of dairy products to give them calcium.

BAKER:

Do I see a bulletin with a picture of milk bottles on the cover in your hand?

VAN DEMAN:

You do and I'm about to transfer it to your hand. "Milk for the Family" you're probably very familiar with every page and picture.

BAKER:

No, no. I can't claim anything like that. In fact I don't remember seeing this picture of teeth before a set of beautiful strong even teeth and here on the other side scraggly teeth.

VAN DEMAN:

Hardly look human, do they, those bad ones?

The photographs for both sets came from one of the foremost dental clinics in this country.

The fine strong teeth belong to a boy of 15. He'd had an A-1 diet all his life. And his mother had taken special care with her diet before he was born, Vitamin D from sunshine probably, all the vitamins and minerals.

BAKER:

I see now. The caption under the poor teeth tells a very different story. "Boy 10 year old never had proper tooth-building materials first teeth poor mother's diet deficient."

Well, that makes the record complete.

VAN DEMAN:

And a record that's repeated distressingly often partly because many of us didn't realize the need for calcium until recently, and partly because some of us haven't had the money to buy as much milk as we needed.

BAKER:

It's only a drop in the bucket of course, but you know the Department of Agriculture recently approved a plan so that Chicago school children children of needy families that is can buy milk at a cent a half pint.

VAN DEMAN:

Yes, to me that's one of the most cheering pieces of news I've heard in a long time. I hope the plan can be extended to other places.

BAKER:

Second the motion.

And now, Ruth, is it all right if I remind our Farm and Home listeners that this bulletin on milk "Milk for the Family," to give the title exactly is still available?

VAN DEMAN:

By all means. I'll suggest another "Diets to Fit the Family Income," as a companion. It tells how much milk and dairy products go into a well-balanced diet from the no-expense-spared level at the top down to the one at low cost when you have to make every penny count.

BAKER:

(Ad lib final offer - "Milk for the Family" "Diets to Fit the Family Income.")

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